



UIA
ASSOCIATIONS
ROUND TABLE

UIA Associations Round Table - Europe

Tuesday 12 November 2013
Pullman Hotel at Brussels Midi

Report on workshop: Fundraising

Facilitators: **World Association of Girl Guides and Girl Scouts**

Catherine Roberts, Director of Governance
and
Ann Brookes, Fund Development Director

Attendance: morning = 46; afternoon = 53

Ann and Catherine gave a formal presentation with slides. The audience were asked regularly and throughout if there were any questions, and there were. The afternoon session was more concise than the morning session and allowed time at the end specifically for questions.

The presentation included a “Thinking Space” topic – “Think about the context in which you operate and how it may affect fundraising” – for the audience to discuss as tables or small groups, and then to share comments with the whole group.

Main points of the presentation:

- Fund Development at WAGGGS
- Setting Context for Fund Development
- Sponsorships
- Strategic Partnerships

Some interesting ideas and comments:

Ann and Catherine stressed the necessity of a dedicated professional team. The audience pointed out that they didn't have staff or funding for that. The response was to hire interns.

The idea of a Donor's Bill of Rights which specifically outlines the contract between the association and the sponsor was found interesting by the audience.

The Bronze, Silver, Gold Sponsorship model is outmoded: sponsorship must be customized based on the sponsor's needs.

The audience was interested in the idea of Strategic Partnerships: NGOs working together, each maintaining autonomy while gaining new opportunities together and access to more resources. The European Federation of Sexology said it works for them.

What is the first step if you have no dedicated staff or experience? Look at your biggest asset, which is your membership, and find someone who is interested in accessing this information.

When looking for a sponsor, consider one who has recently had bad press (but not so bad that it would harm your reputation). Your association can help to redeem them.

The audience were appreciative, but some would have liked advice targeted more at low budget associations.

Report by Carol Williams

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